



Design Guidelines

For

Kennesaw Avenue Historic District Marietta, Georgia

Revised 2/26/13

Approved and adopted by the Marietta Historic Preservation Commission on January 10, 2013

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1.0 Acknowledgements and Contributors

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- We thank the City of Marietta, and especially the residents of the Kennesaw Avenue and Moon-Holland Historic Districts, for tolerating our extended presence in their neighborhoods and making our time there a pleasurable experience.
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Acknowledgements and Contributors

Georgia State University
History 8640 Preservation Planning
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Authors:

Janet Barrickman
Neil J. Bowen
Amanda Brown
Jennifer Corcoran
Erica Danylchak
Karen Denham Downen
Elaine Edwards

Mary Ann Hawthorne
Hilary Morrish
Erin Parr
Laurie Sedicino
Cameron Sexton
Melina Vasquez
Linda Watson

Editors:

Jennifer Corcoran

Cameron Sexton

Instructors:

Richard Laub
Director
Heritage Preservation Program
Georgia State University

Mary Ann Eaddy
Manager, Technical Services Unit
Historic Preservation Division
Georgia Department of Natural Resources



2.0 Table of Contents

1.0 Acknowledgements and Contributors.....	2
2.0 Table of Contents.....	3
3.0 Introduction	5
4.0 Historic Overview.....	6
4.1. Marietta History.....	7
4.1.1. Pre-Contact Through the Civil War	
4.1.2. Reconstruction and the Late 19 th Century	
4.1.3. The Twentieth Century	
4.1.4. Historic Streetscapes	
4.2. Kennesaw Avenue Historic District Boundaries.....	14
4.3. History of the Kennesaw Avenue Historic District.....	15
5.0 The Value of Preservation.....	17
5.1. The Benefits of Historic Preservation.....	18
5.1.1. Livability and Quality of Life	
5.1.2. Environmental Benefits	
5.1.3. Economic Benefits	
5.2. The Rehabilitation Treatment Approach.....	21
5.3. Tax Incentives for Historic Preservation.....	22
6.0 Marietta Historic Preservation Commission.....	23
6.1. General Information About the Commission.....	24
6.1.1. Intent of Guidelines	
6.1.2. Commission's Role and Duties	
6.1.3. Member Composition	
6.1.4. Meeting Regulations	

6.1.5. The Design Review Process	
6.2. Obtaining a Certificate of Appropriateness.....	27
6.2.1. Procedural Flowchart	
7.0 Historic District Character: House Types and Styles.....	30
7.1. Residential Building <i>Types</i> and Defining Characteristics.....	31
7.2. Residential Building <i>Styles</i> and Defining Characteristics.....	35
8.0 Design Guidelines: Rehabilitation of Existing Structures.....	40
8.1. Appurtenances	42
8.2. Design Elements.....	43
8.3. Doors.....	46
8.4. Driveways.....	48
8.5. Entrance Walks.....	51
8.6. Fencing.....	53
8.7. Foundations	54
8.8. Ornamental Planting.....	56
8.9. Outdoor Lighting.....	58
8.10. Porches	59
8.11. Retaining Walls.....	61
8.12. Roofs.....	62
8.13. Siding	65
8.14. Sidewalks.....	67
8.15. Windows.....	69

Table of Contents

9.0 Design Guidelines: Additions	72
9.1. Design Elements.....	74
9.2. Doors.....	75
9.3. Fenestration.....	76
9.4. Foundations.....	78
9.5. Massing and Scale.....	79
9.6. Materials (Includes Roofing and Siding).....	81
9.7. Outdoor Lighting.....	83
9.8. Porches.....	84
9.9. Setback.....	85
10.0 Design Guidelines: New Construction	86
10.1. Design Elements.....	88
10.2. Doors.....	89
10.3. Driveways.....	90
10.4. Entrance Walks.....	92
10.5. Fencing.....	94
10.6. Fenestration.....	95
10.7. Foundations.....	96
10.8. Massing and Scale.....	97
10.9. Materials (Includes Roofing and Siding).....	99
10.10. Orientation.....	100
10.11. Ornamental Planting.....	101
10.12. Outdoor Lighting.....	102
10.13. Porches.....	103
10.14. Retaining Walls.....	104
10.15. Setback.....	105
10.16. Sidewalks/Planting Strip.....	106

11.0 Archaeology	107
11.1. Irwin Winder Tannery.....	109
12.0 Guidelines for Demolition: Existing Structures	110
12.1. Demolition Permit and Procedures.....	111
12.2. Moving a Historic Structure.....	113
12.3. Demolition by Neglect.....	114
13.0 Appendices	115
13.1. Architectural Glossary.....	116
13.2. Bibliography	121
13.3. Marietta Historic Preservation Ordinance.....	126
13.4. U.S. Secretary of the Interior's Standards for Rehabilitation.....	127



3.0 Introduction

Since its founding in the 1830s, the City of Marietta has held a prominent position among northwest Georgia towns and communities, and its long and prosperous history is reflected in the evolution of its historic neighborhoods. The Kennesaw Avenue Historic District possesses irreplaceable character and conveys a unique sense of place that makes it invaluable to the City of Marietta.

Formal recognition of Marietta's unique places began with the establishment of Kennesaw Mountain National Battlefield in the 1940s. In the decades after World War II, many historic structures throughout the nation were destroyed as a result of modern concerns such as the interstate system, dramatic population growth, and the treatment of neglected areas of urban built environments. Subsequent alarm caused by the loss of these unique places led to Federal preservation legislation, the National Historic Preservation Act of 1966. The legislation created the National Register of Historic Places to identify and record significant historical places, and it created State Historic Preservation Offices to coordinate and support regional and local preservation efforts.

The Kennesaw Mountain National Battlefield Park and Marietta's National Cemetery were listed on the National Register in 1966. The Northwest Marietta Historic District, including much of the present Kennesaw Avenue District, was added to the National Register in 1975. Other Marietta Historic Districts on the National Register include the Marietta Square Historic District (1977), Church Street-Cherokee Street Historic District (1985), Washington Avenue Historic District (1989), and Whitlock Avenue Historic District (1989). There are also several individual Marietta properties listed on the National Register, including the Brumby-Little House (1977), the Cheney-Newcomer House (1979), the Braswell-Carnes House (1984), the Frobels-Knight-Borders House (1995), and Power's Cabin (2001). Unfortunately, designation to the National Register of Historic Places does not guarantee the protection of historic properties. The most effective guardianship of these places is sustained through local designation of historic places and the drafting of ordinances for their protection and maintenance. In 2005, to help Marietta better protect its historic resources, the Marietta City Council passed a Historic Preservation Ordinance and appointed a seven member Historic Preservation Commission to guide preservation efforts.

The philosophical basis for this document is adopted from the Secretary of the Interior's Standards for Rehabilitation. The goal of this document is to aid residents, homeowners, developers, and members of the Historic Preservation Commission in making effective decisions regarding the rehabilitation of any historic houses and outbuildings, and the creation of compatible new structures, within historic areas. It is our hope that these guidelines will be used to protect and enhance the visual and material character of Marietta's Historic places.

Historic Overview

4.1 Marietta History

4.1.1. Pre-Contact Through the Civil War

4.1.2. Reconstruction and the Late Nineteenth Century

4.1.3. The Twentieth Century

4.1.4. Historic Streetscapes

4.2. Kennesaw Avenue Historic District Boundaries

4.3. History of the Kennesaw Avenue Historic District

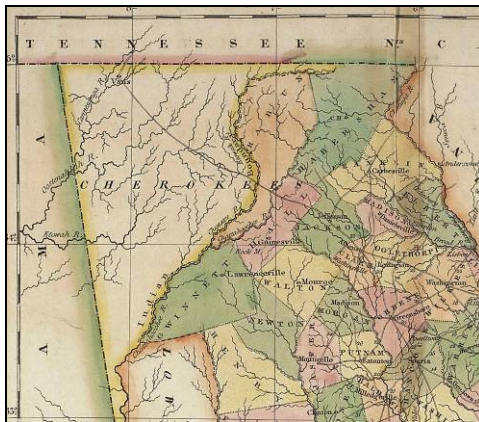
4.0 Historic Overview

4.1 Marietta History

4.1.1 Pre-Contact Through the Civil War

The area now known as Marietta, Georgia existed, during historic times, as part of a boundary region between the Muscogee (Creek) Confederacy and the Cherokee Nation, dividing what is now Cobb County approximately in half between the two peoples. Prior to European colonization, the region was also the historic home to indigenous people of the PaleoIndian, Archaic, Woodland and Mississippian cultures. In the 1830's, Cherokee communities in the area included Buffalo Fish Town, Kennesaw Town and Sweet Water Town, as well as a number of smaller settlements. It is possible that a Mississippian town in the area, Canasagua/Gansagi, was visited by Hernando de Soto. The English corruption of the indigenous name is Kennesaw.

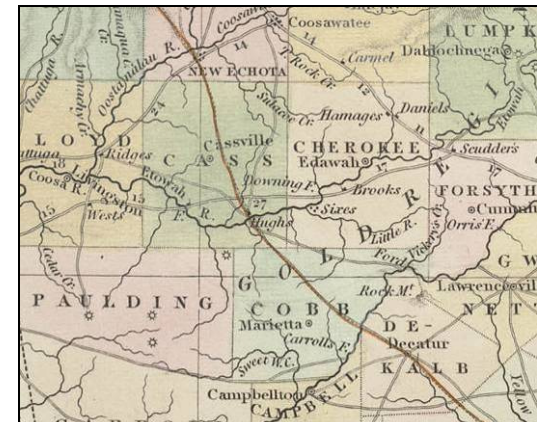
In 1831, the State of Georgia claimed all Cherokee lands in Georgia as Cherokee County. This action helped to lay the groundwork for the Trail of Tears, the forced removal of southeastern Native American Indian tribes, including the Cherokee people, from their remaining homelands.



Cherokee Territory, 1822, Georgia.



Surviving Cherokee Trail Tree, Kennesaw Avenue Historic District.



Georgia Map, 1839, showing Marietta in the middle of the Gold Region. Atlanta did not exist. The curved line indicates the proposed rail line, connecting New Echota with Decatur, bypassing Marietta.

Marietta History

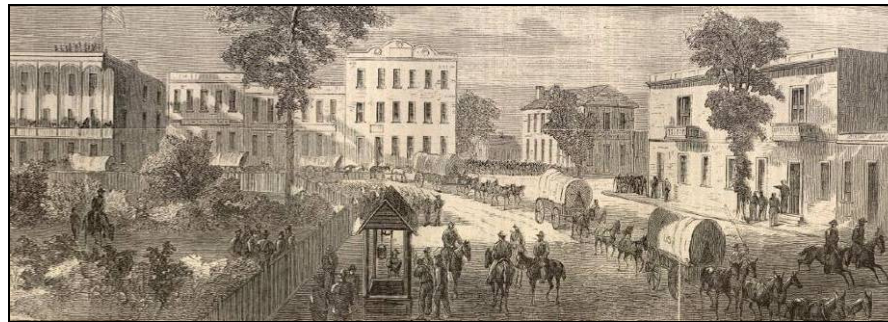
Part of Cherokee County was incorporated to form Cobb County on December 2, 1832. Cobb County was named for Judge Thomas W. Cobb; the City of Marietta may have been named for his wife. Marietta was designated as the seat of government for Cobb County on December 19, 1834. Like many towns of the era, railroads contributed to the growth of Marietta. In 1845, the Western & Atlantic Line built a station in Marietta, altering its earlier proposed route, as shown on page seven. Easy access, created by the railroads, and the appeal of its natural springs as a vacation destination encouraged Marietta's growth. As a result, the town boasted a pre-Civil War population of approximately 2,500 persons. The 1860 Federal Slave Schedule listed 1,133 slaves within the Marietta District.

The Civil War brought many local challenges. Georgia seceded from the Union in January, 1861. By April, 1862, Marietta citizens experienced war firsthand when Union spies, dressed as civilians, spent the night at the Kennesaw House and commandeered the *General*, a Confederate locomotive, the next day. The mission, known as the Andrews Raid, failed. The Federals were captured before they could burn essential railroad bridges linking Georgia and Tennessee. On July 4th, 1864, following the Battle of Kennesaw Mountain, the Union Army, under Major General Sherman, occupied Marietta. After 7 months, the Union Army marched south toward Atlanta, leaving a trail of destruction. The Western & Atlantic Railroad tracks were destroyed, and more than 100 structures were burned, including the courthouse, mills, tanneries and many homes.

Several of the surviving antebellum buildings in Marietta can be found in the Kennesaw Avenue Historic District, including *Oakton* (circa 1838), the Gignilliat-Griffin-Gilbert house (circa 1840), the Archibald Howell house (circa 1848), *Tranquilla* (circa 1849) and *Fair Oaks* (circa 1852). At least one house in the Moon-Holland Historic District may predate the Civil War. Additional research in that Historic District is needed.



Marietta, Georgia, 1864, a transportation hub.



"GENERAL SHERMAN'S ADVANCE - PUBLIC SQUARE"
(Marietta, Georgia), published in Harper's Weekly, August 6, 1864.



Marietta Square and burned courthouse, after Sherman's occupation.

Marietta History

4.1.2 Reconstruction and the Late Nineteenth Century

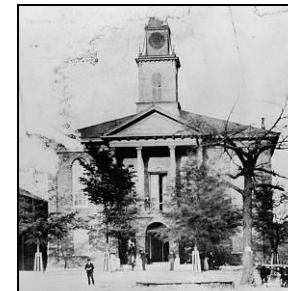
In the post-bellum era, Marietta regained its status as a resort town. Industry was essential for economic recovery in Marietta. Mills, tanneries, sash and blind companies, carriage and wagon factories were built. *The Marietta Journal* was established in 1866. The Marietta Barrel Factory was established in 1867 by James R. Brumby who, with one African-American employee, made flour barrels by hand. By 1878, the factory had grown substantially, and was known for its famous chairs. Electrical service was established in Marietta in 1889. The American Marble Company was purchased in 1891 by Marietta businessmen and other investors who owned the Georgia Marble Company in Tate, Georgia. It was renamed the Kennesaw Marble Company. The corporation is known today as Polycor, Inc. New railroads were built to connect with the Western & Atlantic Line. The Marietta and North Georgia Line was fully completed in 1891 and was later known as the little Louisville & Nashville railroad. The Glover Machine Works, incorporated in 1892, produced a variety of finished products needed for construction work.



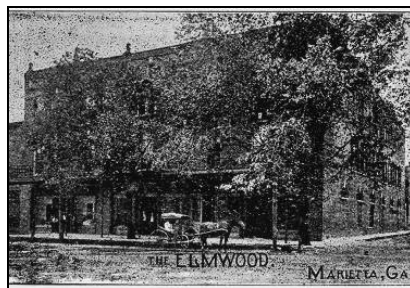
Business on the Square, 1890s.



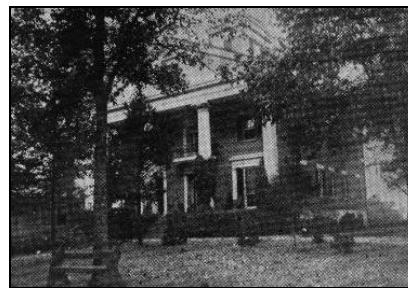
*McNeel Marble Company, 1892.
Note integrated workforce.*



*Courthouse on the Square, late 1800s.
Note original tower.*



*Elmwood Hotel, 1889,
South Park Square.*



*Harwood Seminary
(Archibald Howell house), 1887-92.*



*Cotton farmers, including African Americans,
in Marietta's Square, 1890.*

Marietta History

4.1.3 The Twentieth Century

Marietta's population continued to grow slowly, with approximately 4,500 residents by the turn of the century. The Atlanta Interurban Railway, a trolley service, initiated daily transport to Atlanta, carrying both passengers and freight. Atlanta Street was paved with bricks in 1917. The city Square continued its role as a center of civic and public activity. Many businesses that first opened during the nineteenth century continued to thrive.

In 1943, Marietta came to the aid of the nation with the opening of Rickenbacker Air Field, now known as Dobbins Air Reserve Base. During World War II, the Bell Aircraft Corporation operated at the site, manufacturing B-29 *Superfortresses*, and providing employment for many residents, both black and white. The base, now home to Lockheed Martin, continues to provide economic stability for Marietta and the region since it reopened in 1951. Employees at the Marietta plant live in 49 Georgia counties and at least 3 adjoining states. Economic growth and interstate highway development were catalysts for local road construction. Many historic buildings were demolished to make room for Interstate 75 and its local connector. However, improved accessibility to the highway increased commerce.



First automobile, 1902-03, Marietta Square.



Brumby delivery truck, 1928.



The Strand Theatre, 1964.



"Black and white men working together," Bell Aircraft, WWII



Members of the U.S. Air Force marching in front of the Old Courthouse, Marietta Square, 1950s.



B-29s in production, World War II, inside the B-1 building, where over 660 B-29s were produced in Marietta before V-J Day.



Dance hall, barber shop and soda parlor, Marietta Square, owner and proprietor, Andrew Rogers, African American, 1910.

Marietta History

Marietta's citizens made early attempts to encourage economic development, while conserving their historic past, with mixed results. As of this writing, the community has retained many of its historic resources. Bell Aircraft, and later the United States Air Force, helped in this effort as well, by preserving the Sibley-Gardner house for use as its Air Force Officer's Club. Seeking a delicate balance between growth and preservation of its historically important past creates ongoing challenges for the people of Marietta.

Since 1980, the city has nearly doubled in size and is one of metro Atlanta's largest suburbs. The 2010 Census reports over 56,000 residents. Nearly half of them are of Hispanic/Latino or African-American descent. Marietta remains a growing and vibrant community that is well-connected to its past. Local tourist attractions include the Gone With the Wind Museum, the Marietta Fire Museum, the Root House Museum, and the Marietta Museum of History. Marietta hosts several annual festivals on its antebellum square, including *Taste of Marietta* in April and *Art in the Park* in August-September.



Progress, August, 1956, Kiwanis Club initiates 4-lane highway project.



Early historic preservation efforts, 1956, ceremony at covered bridge over Nickajack Creek, destroyed by a fire in 1964.



The Henry house, home of a middle class African American family in the Louisville area of Marietta, demolished.



Dr. Reynolds' house, demolished in 1959 for a roadway project.



Kennesaw House, 1930s, antebellum cotton warehouse and hotel, now the Marietta Museum of History



Bell Aircraft B-1 Building, the largest building in the world during World War II.

Marietta History

4.1.4 Historic Streetscapes

Like many towns of similar plan, Marietta's civic and business activities focused on its downtown area surrounding the Square. This pattern predates the Civil War. Away from the hustle and bustle of the square, Marietta residents historically maintained an almost rural appearance in their streetscapes, as evidenced by the photos shown below. In the city center, and in residential areas, trees formed an important part of the character of the streetscape.



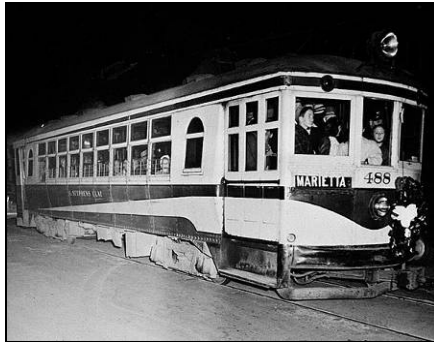
Marietta Square, August, 1912.



Kennesaw Avenue, 1890.



Kennesaw Avenue, 1900.



Trolley car on Marietta's Square, last run, 1946.



Streetcar on Marietta's unpaved Square, early 1900s, with horse-drawn taxis.



Aerial photo, 1935, Kennesaw Avenue Historic District.

Marietta History

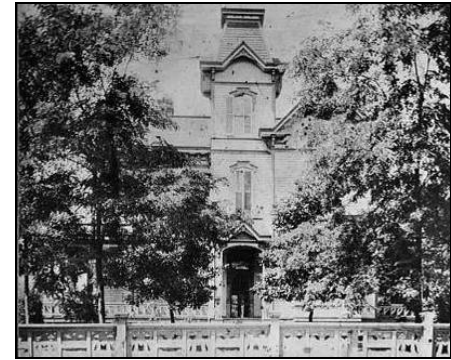
Photographs below, from the Kennesaw Avenue Historic District, offer a glimpse of the built environment and historic streetscapes experienced by residents during Marietta's ongoing economic recovery following the end of the Civil War, and in the early years of the twentieth century.



Tranquilla, 1885, Kennesaw Avenue Historic District.



Oakton, July 14, 1894, Kennesaw Avenue Historic District. Note carriage, and outbuildings at right.



Corley-Brumby-Sibley house, undated, Kennesaw Avenue Historic District. Note fencing pattern.



Child with barnyard friend, in yard at Tranquilla, 1913.



Alice McClellan Birney house, at its original location on Church Street, later moved to the Kennesaw Avenue Historic District.



Hames house, Kennesaw Avenue, circa 1910, demolished.

4.2 Kennesaw Avenue Historic District Boundaries



- The Kennesaw Avenue Historic District runs along either side of Kennesaw Avenue. Travelling north along Kennesaw Avenue after the railroad crossing, the first seven properties on the east side are located within the district. The first seven properties on the west side, north of the intersection with Maple Avenue, are located within the district.
- A vacant parcel on the north side of Maple Avenue is also included in the district.
- The Kennesaw Avenue Historic District is bordered on its eastern side by the railroad tracks.

4.3 History of the Kennesaw Avenue Historic District

The Kennesaw Avenue Historic District is located in northwest Marietta less than a mile from the city's historic square. The district was listed on the National Register of Historic Places in 1975 as part of a much larger district called the Northwest Marietta Historic District. This National Register district includes not only the Kennesaw Avenue District but the Moon-Holland District and other historic sections of Marietta.

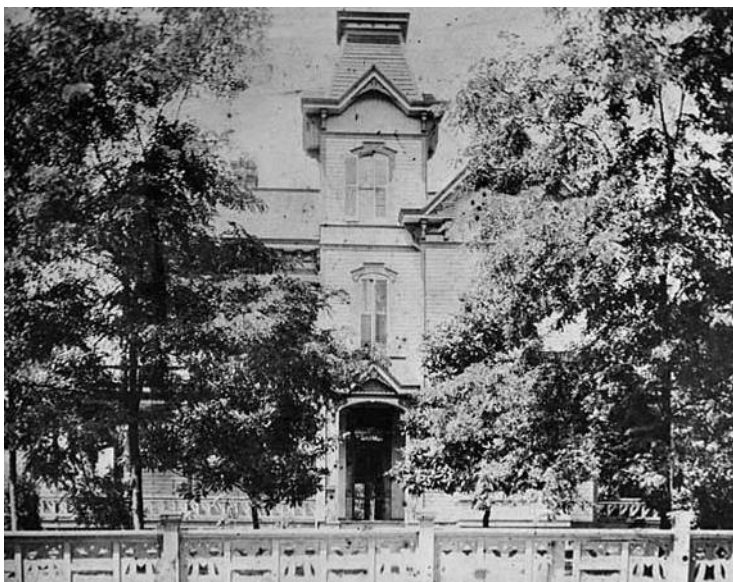
In the 1830s Marietta was selected as the home base of the newly formed Western and Atlantic Railroad. By 1845, this railroad operated between Atlanta and Adairsville, with service to Chattanooga five years later. This increase in rail capacity led to an economic boom in Marietta, and its success was evident on Kennesaw Avenue.

Oakton, located at 581 Kennesaw Avenue, is the oldest building still standing in the district. It was built in 1838 by David Irwin, one of Marietta's pioneer citizens. Irwin was not only a highly regarded attorney but also the first judge of the Blue Ridge Circuit Court in north Georgia.

The Archibald Howell House, 303 Kennesaw Avenue, and Tranquilla, 435 Kennesaw Avenue, were both built in the late 1840s and are Greek Revival in style. These designs may have been influenced by the Connecticut architect Willis Ball who helped design several Greek Revival homes in Roswell, Georgia a few years earlier.



Historic Oakton 1894- Kennesaw Avenue



Tower Oaks-Vanishing Georgia- Kennesaw Avenue

In the summer of 1864 the Civil War came to Marietta with the Battle of Kennesaw Mountain. During this battle and the subsequent occupation of Marietta, Oakton, the Archibald Howell House, and Tranquilla were used by both Union and Confederate generals as headquarters. Fair Oaks, built in 1852 and located at 505 Kennesaw Avenue, is also said to have been used as headquarters during the Battle of Kennesaw Mountain.

After the Civil War, Kennesaw Avenue continued to develop, as did the city of Marietta. James R. Brumby built his home, Tower Oaks, at 285 Kennesaw Avenue in 1882. Brumby was a Confederate veteran who considered moving to South America after the war. However, he ended up marrying a girl from Marietta and establishing the Brumby Chair Company in the late 1870s.

The Brumby Rocker factory (not within the district boundaries) was located on Kennesaw Avenue near Brumby's home and provided hundreds of jobs, making it one of the largest employers in Cobb County at the time.

This development continued throughout the end of the nineteenth century and into the early twentieth century, with industry moving into Marietta. The Marietta Knitting Company, Glover Machine Shop, Brumby Chair Company, McNeel Marble Company, and finally the Bell Aircraft Corporation (now Lockheed Martin) are just some of these industries. This boom in industry resulted in a boom in population. The Kennesaw Avenue Historic District also experienced growth during this time with several homes built between 1900 and 1930.

Today Kennesaw Avenue remains mostly residential, though a few businesses have established themselves on the street. Many of the historic buildings in the district are in good condition and are occupied by private residents.

The Value of Preservation

5.1. The Benefits of Historic Preservation

5.1.1. Livability and Quality of Life

5.1.2. Environmental Benefits

5.1.3. Economic Benefits

5.2. The Rehabilitation Treatment Approach

5.3. Tax Incentives for Historic Preservation

5.3.1. Georgia State Income Tax Credit for Rehabilitation of Historic Properties

5.3.2. State Preferential Property Tax Assessment Program for Rehabilitated Historic Property

5.3.3. Federal Rehabilitation Investment Tax Credit



5.0 The Value of Preservation

5.1 The Benefits of Historic Preservation

In its most basic terms, historic preservation means saving something that is viewed as containing value, for example, an older building, neighborhood, or landscape. Collectively, these “valued objects” are called cultural resources and can include resources that are significant in American history, architecture, archaeology or culture. Cultural resources are tangible expressions of people who lived in their own times, cultures and environments. Representations of past eras and periods of development are important as part of our cultural identity. They help us better understand ourselves as individuals, as communities and as a nation by reflecting the tastes, values and concerns of people in a given time. Therefore, the retention and preservation of structures that represent these cultural resources not only help us uphold the quality of our communities, they help us understand our past. However, these remnants of our collective heritage are fragile, irreplaceable and non-renewable. Historic preservation is the way we recognize, manage and preserve our cultural resources for the benefit of present and future generations, so that future change can take place without unnecessary loss of the physical and historical framework of our communities.

As Marietta developed, each generation left its physical imprint on the community. Architectural styles, building types, street patterns, and the distinctive character of old, historic neighborhoods became more valued as they survived subsequent generations of development. The framework of guidelines established by a local ordinance, developed to protect historic resources, represents the community’s recognition of the importance of the architectural, historical and cultural treasures found in these neighborhoods and the benefits of their preservation. Community efforts to establish protective measures also reflect their commitment to preserve these characteristics as neighborhoods change. They provide a framework for future public decision-making in light of inevitable land use pressures brought by future development.

5.1.1 Livability and Quality of Life:

At its core, historic preservation seeks to strengthen the framework of communities and reduce sprawl. The inclusion of cultural resources in plans to revitalize a neighborhood provides a focus and a vehicle for sustainable change and development objectives. The principles of historic preservation are rooted in history, culture, stewardship of the built environment, conservation of open space and the maintenance of a sense of place for each community. The underlying premise for design guidelines, which will assist in protecting Marietta’s cultural resources, is the recognition that these resources are valuable assets for the entire community. Communities that promote historic preservation are conscious of neighborhood livability and quality of life and take into consideration the negative impact on the environment brought about by urban sprawl. Individual homes enrich the community’s experiences of both the townscape and landscape, while the collective value of a historic district creates a sense of destination: a focal point to which people can relate and with which they are familiar. When groups of older buildings form a historic district, they can create a street scene that is “pedestrian friendly”, which encourages community connectivity and interaction. The physical sense of neighborhood can reinforce desirable community social patterns and contribute to a sense of security. Decorative architectural features also foster a sense of identity that is unique to each historic neighborhood, an attribute that is rare and difficult to achieve in newer areas of a city.

The Benefits of Historic Preservation

The positive qualities and benefits of a community's cultural resources are many:

- They attract residents who would not be interested in a less distinctive building or neighborhood.
- They have the ability to enrich experience of the environment through their physical qualities and/or their historic community associations.
- Historic building rehabilitation is more labor intensive than new construction and requires greater specialization and higher skill levels from the craftsmen. As a result, more jobs are created and local business thrives.
- Historic buildings were often thoughtfully detailed and their finish materials, including fixtures, wood floors, and trim, were generally of high quality. Comparable materials and detailing are rarely available and therefore very expensive today.
- Heritage tourism provides sustainable economic benefits. It is often a community's historic properties that give it much of its personality and set it apart from other tourist destinations. More and more people are willing to travel to see authentic reminders of our nation's, states' and communities' histories and are drawn by a community's (or region's) historic character. These visitors typically stay longer and spend more during their visit than other tourists.

5.1.2 Environmental Benefits:

There are environmental benefits to repairing and "recycling" historic buildings rather than demolishing them and disposing of their materials. "Recycling" a building saves energy and reduces the need for the production of new construction materials. Rehabilitating a historic building sometimes can cost less than constructing a new one by preserving building elements that remain in good repair rather than replacing them. This encourages smaller and simpler solutions, which, in and of themselves, provide savings. In some instances, appropriate restoration procedures may cost more than less sensitive treatments. However, in such cases, property owners are compensated for this extra effort, to some extent, in the added value that a historic district designation provides. Special economic incentives are sometimes available to help offset potential added costs (See *Tax Incentives* Section, 5.3).

The Benefits of Historic Preservation

5.1.3 Economic Benefits:

There is a strong economic case for rehabilitating historic buildings that relates not only to the building itself but also to the wider community. Use of a city or town's existing historic building stock can support growth management policies by increasing the availability of centrally located housing. Reinvestment and upkeep of historic properties contributes to increased property values and tax revenues. Private investment in the rehabilitation of historic structures supports broader community revitalization and improvement goals and can serve as a stimulus for others to make investments in their properties. Since historic resources are finite and cannot be replaced, many buyers seek these precious commodities. Therefore, preservation adds value to private property. Many studies across the nation document that property values typically rise, or at least are stabilized, where local historic districts and design guidelines are established. In this sense, local designation of a historic district appears to help establish a climate for investment. Property owners believe their investments will not be undermined by inappropriate construction next door and that the time and money spent on improving their properties will be matched with similar efforts on surrounding lots. Therefore, historic rehabilitation encourages additional neighborhood investment and produces a high return for municipal dollars spent. Developmentally, a community benefits from having put in the effort to develop a well-defined plan for protecting historic community character while accommodating healthy growth.

5.2 The Rehabilitation Treatment Approach

When selecting the most appropriate “treatment approach” for a historic structure, several considerations should be taken into account, such as its historical significance, physical condition, proposed use and any mandatory code requirements. The *Secretary of Interior’s Standards for the Treatment of Historic Properties* apply common sense principles to aid in the protection of historic resources by promoting consistent and responsible preservation practices. Preservation projects may include a range of activities, such as maintenance of existing historic elements, repair of deteriorated materials, replacement of missing features and construction of new additions. Once an appropriate treatment approach is selected, the *Standards for Treatment* provide a philosophical framework for the effort. The four approaches are listed in order, starting with the *least intrusive*.

1. **Preservation:** This is the appropriate treatment approach when a property’s distinctive materials, features and spaces are mainly intact; the historic “fabric” has survived unchanged over time; and it can convey its historical significance without extensive replacement or new construction. Preservation is the preferred treatment when continued use does not require additions or extensive alterations, but instead calls for measures to sustain the existing form. The focus is on ongoing maintenance and repair and includes limited and sensitive upgrading. **Conservation**, sometimes referred to as “preservation plus,” is used when the physical condition of character-defining materials and features requires additional work. Often, this means keeping the structure as it is with existing materials and features, but recognizing the need to reinforce, stabilize and strengthen fragile areas while using *the least amount of intervention possible*.
2. **Rehabilitation**, the next level of intervention, is recommended when repair by stabilization, as well as reinforcement through conservation, is not enough due to extensive damage and deterioration of the historic element. In this situation, limited replacement-in-kind of deteriorated or missing parts or features is necessary with the *least amount of intervention possible*. **This is the level of intervention that these guidelines address, based on the Secretary of Interior’s Standards for Rehabilitation, because it is the most prevalent and common preservation treatment approach by homeowners.** It is the treatment used to characterize the *Standards for Rehabilitation*, which have been widely used over the years by historic districts and Historic Planning Commissions. They provide a model for owners, developers and local commissions (as well as other Federal agency managers) to assist in the long term preservation of a property through the preservation of historic materials and features. The *Standards for Treatment* recommend limited alteration of the historic character of a building while *retaining* historic materials wherever possible.

Rehabilitation begins with the identification of the significant architectural features that *define* a building’s historic character. Their retention is essential in order to *preserve* that character. The rehabilitation process succeeds by returning a property to a state that makes a contemporary use possible (through repair, alterations and additions), “while still preserving those portions or features of the property which are significant to its historical, architectural and cultural values.”

3. **Restoration** involves bringing a building back to a particular, and usually most significant, time in its history. It is the reproduction of the appearance of a building exactly as it looked at a particular moment in time. This often means removal of features from other periods and reconstruction of missing features to resemble, as closely as possible, how it once appeared using traditional or compatible substitute materials. Materials and features from the restoration period should be identified based on extensive research and thoroughly documented evidence.
4. **Reconstruction** occurs when depicting – by means of re-creation and new construction – the form, features and detailing of a structure that did not survive. The purpose is to replicate its appearance at a specific period of time and in its historic location. This approach is appropriate when no other property with the same history has survived and when sufficient historical documentation exists to be sure the reproduction is accurate.

5.3 Tax Incentives for Historic Preservation in Georgia

The Georgia Department of Natural Resources encourages historic preservation by offering tax incentives to both historic homes and income-producing structures. Buildings in the Kennesaw Avenue Historic District may be eligible for these tax incentives.

Note: Approval of the project by the Marietta Historic Preservation Commission does not guarantee approval of the project by The Georgia Department of Natural Resources Historic Preservation Division or the National Park Service.

How to Apply for or Obtain More Information About Tax Incentives

To apply or for more information on tax incentives, contact the Tax Incentives Coordinator at the Georgia Department of Natural Resources Historic Preservation Division or visit the website at <http://georgiashpo.org/incentives/tax>

Marietta Historic Preservation Commission

6.1. General Information About the Commission

6.1.1. Intent of Guidelines and How They Will Be Used

6.1.2. Commission's Role and Duties

6.1.3. Member Composition

6.1.4. Meeting Regulations

6.1.5. The Design Review Process

6.2. Obtaining a Certificate of Appropriateness

6.2.1. Procedural Flowchart



6.0 Marietta Historic Preservation Commission

The Georgia Historic Preservation Act of 1980 provides the enabling legislation for cities and counties to enact ordinances creating historic preservation commissions and designating historic structures and districts. Alteration, new construction, and demolition of designated properties may be regulated by local government. More than eighty Georgia communities have taken advantage of this act, including the City of Marietta. In 2005, Marietta's City Council passed a Historic Preservation Ordinance to protect and enhance the historical and aesthetic appeal of the city. The ordinance provides for "the protection, enhancement, perpetuation, and use of places, districts, sites, buildings, structures, and works of art having special historic, architectural, cultural, or aesthetic interest or value, and to provide reasonable flexibility for property owners to improve and maintain their properties below certain thresholds, and for special circumstances." The ordinance created the Marietta Historic Preservation Commission, allowed for the designation of historic properties and districts, and outlined the process for obtaining design approval for designated properties based on design guidelines.

6.1.1 Intent of Guidelines and How They Will Be Used

Design guidelines are developed to identify the character of historic neighborhoods and encourage rehabilitation, additions and new construction that are compatible with existing historic structures. Design guidelines should be used by property owners, occupants, developers, architects and the Marietta Historic Preservation Commission when considering any construction projects within the Kennesaw Avenue Historic District. (All other applicable zoning regulations should also be reviewed before the formal design process begins.) The guidelines will outline recommendations for design projects and will highlight pitfalls to avoid. Ultimately, guidelines should make the task of planning a rehabilitation, addition or new construction project easier. By consulting the guidelines first, designers will ensure compliance with the goals of the Marietta Historic Preservation Commission. This should make costly design revisions unnecessary and will ensure timely approval of an application for a Certificate of Appropriateness.

Design Guidelines DO:

- Protect the historic character and integrity of a district
- Protect the rights and investments of property owners and residents in historic districts
- Ensure that changes to existing structures do not destroy the historic fabric of a building
- Ensure that additions and new construction are visual assets to the neighborhood
- Assist designers in making decisions that are sensitive to historic structures in a district
- Increase public awareness of the community's historic assets
- Ensure that future generations will enjoy the benefits of cohesive neighborhoods that respect their architectural heritage

Design Guidelines DO NOT:

- Prevent property owners from making changes to their property
- Prevent changes in use of the property
- Prevent growth and development in historic districts
- Prevent creative design solutions to construction projects in historic districts

Marietta Historic Preservation Commission

6.1.2 The Marietta Historic Preservation Commission's Role and Duties

The Marietta Historic Preservation Commission is authorized to recommend to the City Council specific “places, districts, sites, buildings, structures, or works of art to be designated by ordinance as historic properties or historic districts.” The commission is also charged with the responsibility of developing design guidelines for these designated historic resources. Based on the recommendations of these guidelines, the commission is responsible for reviewing applications for any material changes to a historic property or any structure, site or work of art within a historic district that can be seen from a street, sidewalk, or area of public gathering.

Ultimately, the commission is responsible for protecting, promoting and preserving Marietta's historic resources. By educating the public about the city's historical and cultural assets, it highlights opportunities for preservation. By advising the public about appropriate methods of rehabilitation, it makes completing historically sensitive construction projects easier. By advocating for policies and programs that encourage preservation, it creates awareness of the benefits of safeguarding the past.

The Marietta Historic Preservation Commission is responsible for initiating the process of local historic district designation. If such a designation was supported, the Marietta City Council would then consider adopting an ordinance officially designating the district. Designating such districts makes material changes to existing structures or any new construction within the district subject to design review. Thus, local historic districts offer protection to historic resources that the National Register of Historic Places cannot. The National Register serves primarily as an honorary designation. It does not prevent the demolition of historic structures within designated areas or require any conformity to design guidelines or preservation standards when property is rehabilitated.

The Marietta Historic Preservation Commission may designate a historic district only with the approval of sixty percent of the private property owners within that district. The commission will hold a public hearing on the designation and accompanying design guidelines to allow public comment. The City Council may then approve the designation as prepared, adopt it with any amendments it deems necessary, or reject the proposal. If the designation is adopted, the accompanying design guidelines may not be changed to be more restrictive without the consent of at least sixty percent of the private property owners within that district.

Marietta Historic Preservation Commission

6.1.3 Member Composition

The Marietta Historic Preservation Commission is composed of seven citizens, appointed by the City Council, who “have demonstrated a special interest, experience or education in history, architecture, or preservation.” Ideally, at least six of these individuals are professionals in the fields of history or architecture. Historic Preservation Commissioners serve for a period of three years. The Commission selects its own chairperson to preside at its meetings. Residents of each historic district that is created shall vote for and elect two representatives, each serving two year terms, as ex-officio members who may only preside over issues pertaining to the district they represent.

6.1.4 Meeting Regulations

The Marietta Historic Preservation Commission usually meets twelve times a year. Generally, these meetings are held on the Monday the week prior to the regularly scheduled City Council meeting. Additional meetings may be called at the request of the chairperson or the majority of the commission members.

6.1.5 The Design Review Process

A Certificate of Appropriateness is the document that provides approval for a proposal to make a material change in the appearance of a designated historic property, or to a structure or site within a designated historic district that is visible from the public right-of-way. A Certificate of Appropriateness must be obtained from the Marietta Historic Preservation Commission before such material changes may be undertaken. Requiring a Certificate of Appropriateness prevents incompatible alterations, overwhelming additions, unnecessary demolitions and inappropriate new construction in historic neighborhoods.

A building permit is also required for all new construction and for alterations to existing construction. Building permits are issued by the Public Works Department after it reviews construction plans for compliance with the Standard Building Code, Georgia Fire Codes, and City of Marietta Construction Codes. Building permits will not be issued for construction projects within Marietta’s local historic districts without proof of a Certificate of Appropriateness.

6.2 Obtaining a Certificate of Appropriateness

A Certificate of Appropriateness is necessary for any of the following activities within a local historic district:

- The demolition of any historic structure
- Any new construction of a principal building or accessory building or structure
- Additions or changes to existing fences, steps, sidewalks, streets and paving, or construction of a new fence, steps, sidewalks, streets and paving, subject to view from a public street or walk
- Material change in appearance of the exterior of existing buildings by addition, reconstruction, alteration, or rehabilitation, subject to view from a public street or walk
- The painting of exterior unpainted surfaces subject to view from a public street or walk

A Certificate of Appropriateness is NOT necessary for the following activities:

- Interior alterations
- A change in the use of the structure
- The painting of existing surfaces where the surface was previously painted
- A change in color to a previously painted surface
- New roofs or caps on roofs which are not visible from public rights-of-way and which do not change the character of the roof
- Roof repair or replacement where the color is the same as the roof it replaced or grey or black or white
- The replacement of HVAC where such replacement is in the same location and of the same scale (or slightly larger to accommodate more energy efficient equipment) as that of the original equipment. Excluded from the exception in this paragraph are window units
- The replacement of gutters where the replacement is in the same location and of the same scale as that of the original equipment
- The replacement of awnings where the replacement is in the same location and of the same scale as that of the original equipment
- The replacement of historic windows (nonhistoric windows would be exempt) with like kind

*If the applicant is uncertain about whether a project requires a Certificate of Appropriateness, an application should be submitted to staff for review. Please contact the City of Marietta Division of Planning and Zoning for further information: City of Marietta, Development Services Department. P.O. Box 609, Marietta, Georgia, 30061-0609. Phone: 770-794-5669. Fax: 770-794-5655. Website: <http://www.marietta.gov/>.

Obtaining a Certificate of Appropriateness

How to obtain a Certificate of Appropriateness

To obtain a Certificate of Appropriateness, a property owner or occupant must submit an application and drawings, photographs, plans, or other sufficient documentation showing the proposed exterior changes or new construction in the historic district. Send all applicable material to: City of Marietta, Development Services Department, P.O. Box 609, Marietta, GA 30061-0609.

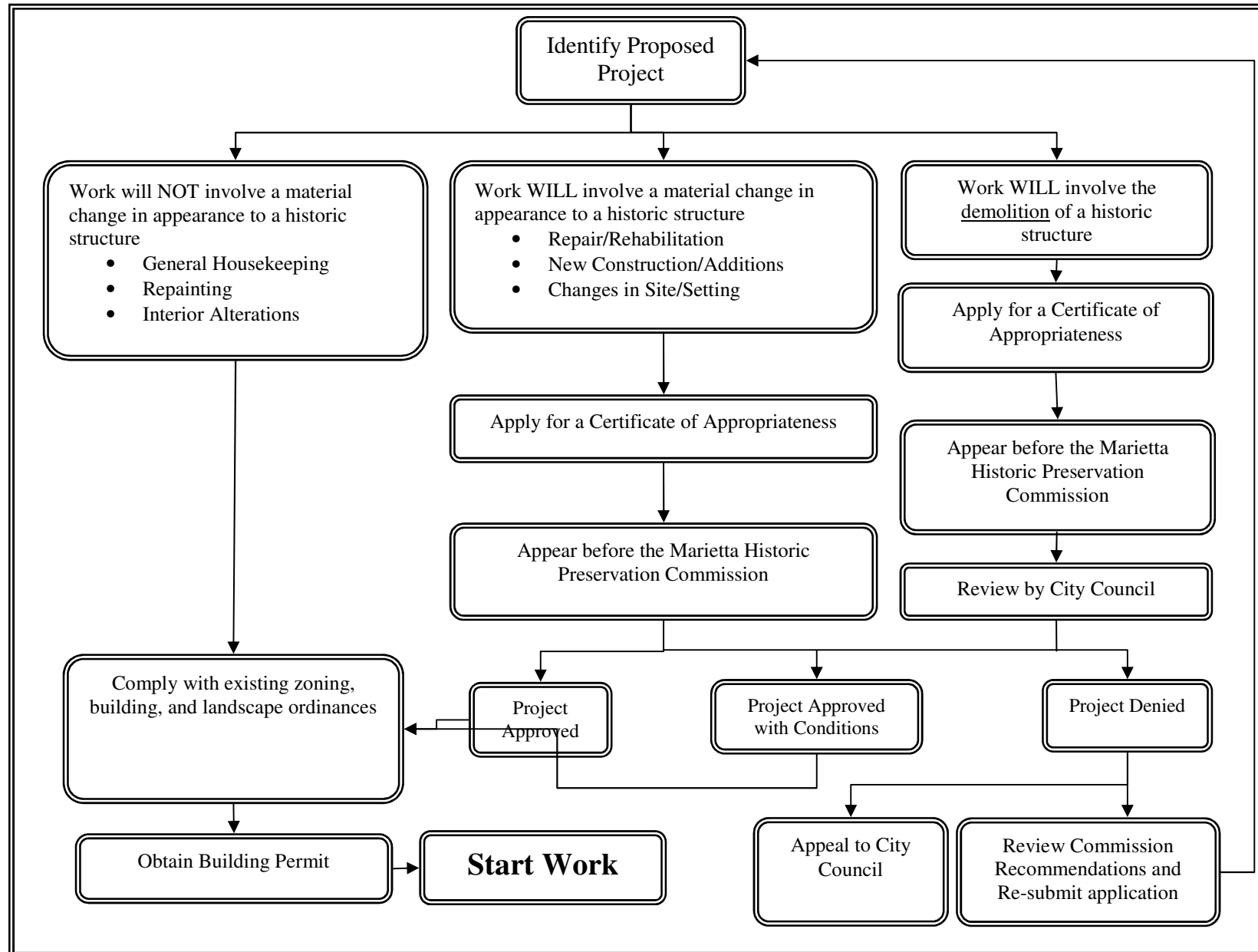
Applications for Certificates of Appropriateness will be heard at a hearing in which the property owner or occupant will have the opportunity to speak in front of the Historic Preservation Commission. The commission will approve the application and issue a Certificate of Appropriateness if “it finds that the proposed material change in appearance would not have a substantial adverse effect on the aesthetic, historical, architectural or cultural significance and value of the historic property or district.” The commission will consult the historic preservation design guidelines outlined in this document for direction in this process. The property owner or occupant is therefore encouraged to consult these guidelines before planning any rehabilitation, addition or new construction projects within Marietta’s local historic districts.

The Marietta Historic Preservation Commission may approve an application for a Certificate of Appropriateness outright, approve the application with conditions, or deny the application. Once a Certificate of Appropriateness is issued, the property owner or occupant must also obtain all other applicable permits, including a building permit. The work permitted by the Certificate of Appropriateness must begin within three years of its approval and must conform to the Certificate as issued.

If the application is for the demolition of a historic building, the Marietta Historic Preservation will make a recommendation to the Marietta City Council regarding whether the Certificate of Appropriateness should be approved. A Certificate of Appropriateness for the demolition of a historic structure shall only become final if approved by the Marietta City Council.

If an application for a Certificate of Appropriateness is denied, the commission may recommend changes to the application that would make the material changes being requested more appropriate to the neighborhood. The application may then be resubmitted. Any person adversely affected by any determination made by the Commission relative to the issuance or denial of a certificate of appropriateness has 30 days to appeal such determination to the City Council.

Process to Obtain a Certificate of Appropriateness





7.0

Historic District Character: House Types and Styles

7.1. Residential Building *Types* and Defining Characteristics

7.2. Residential Building *Styles* and Defining Characteristics



7.0 Historic District Character: House Types and Styles

In discussing character-defining elements of a structure, there are two areas of consideration, house **type** and house **style**. House type is the overall form, the outline or envelope of the main or original part of the house, as well as the general layout of interior rooms. The simplest way to understand residential house types is through the formula: **plan + height = type**. Plan refers to the general layout of the interior rooms and height means the number of stories. In some instances, other architectural traits determine house type. Additionally, roof form, the location of doors or chimneys, or the kind of porch may help determine type or subtype. Using the name of a house type rather than a lengthy description efficiently communicates a house's main characteristics. Moreover, knowing the house type may provide information on the approximate construction date of the building.

Two principal components of a building determine its architectural **style**: form and ornamentation. Form refers to the relationships between proportion, scale, height, depth, width, footprint outline and structural characteristics of a building. Ornamentation refers to decorative elements that are usually non-structural and have been applied to the exterior of the building. If a building displays all the elements of a particular architectural style, it may be called a *high-style* example. When a building incorporates only a few stylistic details of an architectural trend, it is said to have elements of a style and is labeled *vernacular*. In Georgia, high style examples are rare and are usually built by a trained architect. Vernacular styles with limited decorative elements are much more abundant throughout Georgia communities and represent the local interpretation of prevalent architectural trends. Architectural style is a relatively easy way to categorize buildings. Once the style of a building is determined, its age and rarity within a region can be assessed. Perhaps most importantly, architectural style can offer insights into the tastes and needs of the time and place in which it was built, providing an invaluable link to historical context.

7.1 Residential Building Types and Defining Characteristics

Kennesaw Avenue Historic District Characteristics

Two-story house types in the Kennesaw Avenue Historic District are the Georgian house and Queen Anne house. There are also a few examples of one-story house types such as bungalow, gabled ell cottage, Georgian cottage and pyramid cottage. When describing a house type, the word "cottage" refers to a one-story structure where a "house" means a two-story structure. Below is a detailed description of the common house types in the Kennesaw Avenue Historic District.



Kennesaw Avenue Streetscape

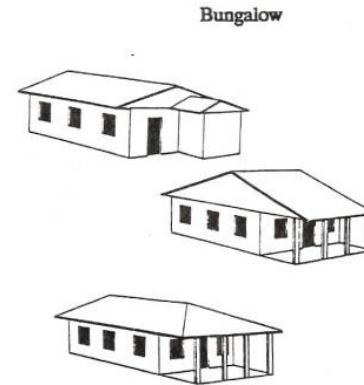
Residential Building Types and Defining Characteristics / Kennesaw Ave

Bungalow

A bungalow is often mislabeled as a house style. This house form is long and low with irregular floor plans within an overall rectangular shape. Porches are common in this type of house, as are low pitched roofs with wide overhanging eaves. The bungalow was most popular in Georgia between 1900 and 1930.



Bungalow

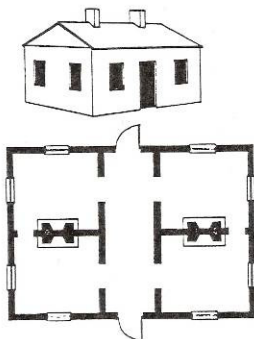


Front gable, side gable, and hipped roof bungalows

Georgian Cottage

A four-room symmetrical house with a central hall, usually hip-roofed with interior or end chimney, the Georgian Cottage was possibly the most enduring house type in Georgia. Houses of this type were built throughout Georgia's history well into the twentieth century, but the greatest concentration of this type was from the 1850s-1890s.

Georgian Cottage



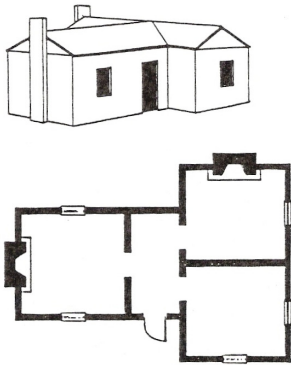
Georgian cottage

Residential Building Types and Defining Characteristics / Kennesaw Ave

Gabled Ell Cottage

The gabled ell cottage was most popular in Georgia from 1875-1915. The house plan is T- or L-shaped and usually, though not always, has a gabled roof. The gabled ell cottage consists of a gable-front projection at one end of a recessed wing that is parallel to the façade. The front door, located in the recessed wing, may lead into a hallway or directly into the room in the wing.

Gabled Ell Cottage



Gabled Ell cottage

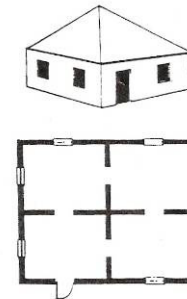
Pyramid Cottage

The pyramid cottage is one of the simplest housing forms in early twentieth century Georgia. Most were built between 1910 and 1930. The form of a pyramid cottage consists of a square main mass, typically with four principal rooms and no hallway. The most distinguishing feature is the steeply-pitched pyramidal roof.



Pyramid cottage

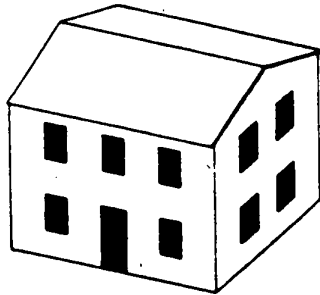
Pyramid Cottage



Residential Building Types and Defining Characteristics / Kennesaw Ave

Georgian House

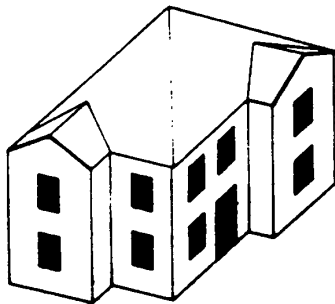
The Georgian house was popular in Georgia from the early nineteenth century into the twentieth century, with greatest periods of popularity being 1850-1860 and 1900-1930. The Georgian plan consists of a central hallway with two rooms on either side. The plan shape is square or nearly so; the roof is usually hipped but sometimes gabled; and chimneys are sometimes in the exterior walls but usually in the interior of the house between each pair of rooms.



Georgian house

Queen Anne House

The Queen Anne House type was popular in Georgia during the 1880s through the 1890s. It is characterized by a square main mass with projecting gables on the front and/or side and a dominant pyramidal roof. The rooms are arranged asymmetrically, and there is no central hallway. The roof is either pyramidal or hipped, and the chimneys are usually found in the interior of the house. The principal façade often has a number of bays, with a central entryway, and features such as wraparound porches and decorative woodwork.



Queen Anne house

7.2 Residential Architectural Styles and Defining Characteristics

Kennesaw Avenue Historic District

The residential structures in the Kennesaw Avenue Historic District represent a number of architectural styles dating from the mid-nineteenth century through the mid-twentieth century that reflect different periods of Marietta's growth and development. As a historically affluent area, Kennesaw Avenue contains a large number of high style representations on the west side of the street as well as many vernacular interpretations that dominate the east side of the street. High style houses usually sit on larger lots than those in the vernacular tradition, often with deep set backs from the street. Vernacular houses, especially those situated on the east side of Kennesaw Avenue, have less lot space and are closer together. Due to the railroad tracks that run parallel to Kennesaw Avenue, the lots on the east side also have steep grades behind the houses. Following is a description of some of the most common architectural styles in the district.

Greek Revival (1840s-1860s)

Greek Revival developed out of renewed interest in antiquity influenced by new archeological discoveries of ancient Roman and Greek civilizations. Popular in the United States from around 1820-1865, Greek Revival appeared throughout Georgia from the 1840s to the 1860s. The first American-trained architects adopted Greek Revival to convey security, stability and antiquity in banks, churches and public buildings. Breaking away from the architectural traditions of English and other European Renaissance sources, the Greek Revival style also marked a statement of cultural independence. The Greek Revival style is often associated with the image of stately antebellum plantations of the South, but in reality the style is most often found in towns and was adapted to a wide variety of house types. In the Kennesaw Avenue district, there are several high-style examples of the Greek Revival style, including the Archibald-Howell house and Tranquilla.

Greek Revival characteristics are dominated by full-height prominent columns that usually form a full-width porch. Wide plain entablatures and heavy cornices encircle the houses. Roofs are either hipped or front gabled with a low pitch. Chimneys are not prominent. Proportions are large and severe. A symmetrical, rectangular form, symmetrical façade and centered entrance are also common characteristics. Windows are generally double hung with six-over-six window panes. Elaborate door frames contain transom windows, sidelights and pilasters. Vernacular interpretations of this style tend to have simplified details, such as square rather than round columns. Structure is generally made from a wood frame. Almost all houses in the Greek Revival style were painted white.



*Greek Revival houses, **Tranquilla** (top) and **Archibald-Howell House** (bottom)*

Residential Architectural Styles and Defining Characteristics / Kennesaw Ave

Italianate (1850s-1870s)

Italianate is a picturesque architectural style that contrasts with the severity and straight classical lines of Greek Revival. The Italianate style is modeled on informal villas in rural Italy and the formal townhouses found in Italian cities. Andrew Jackson Downing further popularized this style in his various publications on architecture and landscaping. Italianate first appeared in the United States during the 1830s and remained popular into the 1870s. Rare in Georgia, most Italianate homes were constructed in the state's cities during the 1850s and 1870s. The Kennesaw Avenue district contains a few examples of houses with Italianate influences, including Tower Oaks.

The Italianate style is characterized by either a symmetrical or asymmetrical floor plan with a low-pitched hipped or gabled roof line. Prominent overhanging eaves showcase decorative brackets that emphasize the cornice. Windows are typically tall, narrow and larger on the first floor than upper levels to emphasize the vertical lines characteristic of this style. Windows might exhibit stylistic detail such as rounded tops, flat arches or squared hood moldings. Bay windows are common. Doors and windows are often paired. One-story porches and balconies are also prevalent in Italianate-style homes. A centered cupola or a square tower might dominate an Italianate building. Conventional wood frames with stucco or smooth masonry are typical building materials.



Italianate house



***Tower Oaks**, Italianate house*

Residential Architectural Styles and Defining Characteristics / Kennesaw Ave

Queen Anne (1880s-1910)

Sometimes referred to as the “quintessential Victorian House,” Queen Anne style was based on Elizabethan and Jacobean sources that originated in the design and work of English architects. American architects adapted the Queen Anne style from the half-timber English structure into wood frames with elaborately decorative style elements. Queen Anne style enjoyed a brief but popular period throughout the United States from the 1880s to the 1910s due in large part to the mass production of published plan books and prefabricated sections. In Georgia, Queen Anne represents the most popular of the nineteenth century architectural styles. There are multiple examples of high style Queen Anne houses in the Kennesaw Avenue District.

Common characteristics of Queen Anne style focus on the steep, irregular, intersecting gabled and/or hipped rooflines that may display towers, turrets and dormers. Projecting upper floors and bay windows vary the wall surface of a typical Queen Anne structure, as does the use of variegated building materials like decorative shingles that provide texture. These uses of projections, recesses, and textures emphasize the orchestration of light and shadow upon the façade. Extensive porches and verandas with turned posts and balustrade spindles are common. Chimneys are also prominent with corbelled and patterned brickwork. Windows are large, usually one-over-one panes, with glazing, stained or leaded glass being common. The importance of stylistic details is apparent through the abundant use of brackets, roof cresting and intricate gable ornamentation.



Queen Anne houses

Residential Architectural Styles and Defining Characteristics / Kennesaw Ave

Folk Victorian (1870s-1910s)

Folk Victorian style is a simplified version of popular Victorian-era decorative detailing such as Queen Anne, Italianate and Gothic Revival. This style was influenced by the increase in transportation, industrialization and mass production that made pre-fabricated details readily available. This style was common in both urban and rural Georgia from the 1870s to the 1910s.

Rooflines on Folk Victorian houses are predominately gabled with a moderate slope. Porches are a prevalent feature. Decorative features were borrowed from Victorian-era architectural styles and added onto roof gables, porches, cornices and around window and door openings. More often, Folk Victorian houses have symmetrical facades and smooth, unbroken wall surfaces. Building materials are usually clapboard and detailed elements include jig-sawn woodwork such as brackets, spindle work, porch posts and gingerbread.



Folk Victorian house

High Victorian Eclectic (1890s-1910)

High Victorian Eclectic is an intentional combination of two or more styles that were prevalent in architectural trends during the Victorian Era, roughly 1837-1901. Homes in the High Victorian Eclectic style may combine prominent features from the Shingle, Stick, Italianate, Queen Anne and other architectural styles. This style is exceptionally rare to Georgia, found only in the state's larger cities, and was usually architect-designed and built between the 1890s and 1910. Kennesaw Avenue has one house that fits into this category.

High Victorian Eclectic houses are unique to themselves. Typical features that were borrowed from other architectural styles and applied to facades include: various roof forms, decorative brackets and stick work, slender and turned porch posts, variegated wall materials, and multi-paned windows.



High Victorian Eclectic House

Residential Architectural Styles and Defining Characteristics / Kennesaw Ave

Colonial Revival (1890s-1940s)

The Colonial Revival style evolved out of the 1876 Centennial Celebration and Exposition in Philadelphia, which revived an interest in America's colonial heritage. Some buildings in this style are studied replicas of historic structures, but the majority only incorporate prominent details to denote the style. Originally, professional architects who promoted Colonial Revival styles exaggerated major details rather than concentrate on historical accuracy. This embellishment gave way to a more learned and disciplined approach to Colonial Revival houses from 1915 through 1935. After World War II, the stylistic elements became understated and simplified. Colonial Revival endured for decades across the nation and to a large extent continues to influence residential designs today. In Georgia, Colonial Revival was popular from the 1890s until the 1940s and beyond. Kennesaw Avenue has several houses with elements of the Colonial Revival.

Major characteristics of the Colonial Revival style include side gabled or hipped roof with dormers, topping a symmetrically arranged block building and floor plan. Entrances are centered and emphasized with pediments upheld by pilasters or columns. Front porches are common. Doors are often surrounded by transoms, sidelights and/or fanlights. Classical cornices with dentils or modillions are common. Windows are double hung with six-over-six or nine-over-nine panes and may be accentuated by shutters. Construction is usually a wood frame with clapboard finish but may also be masonry or masonry-veneer.

Craftsman (1910s-1930s)

The Craftsman style represents a move away from historical styles towards the modern house. It draws precedents from the English Arts and Crafts movement and Japanese wooden architecture as well as breaks away from the elaborate detail of Victorian-era styles. This style was first seen in California, then spread to the eastern coast from approximately 1905 to 1930. In Georgia, the Craftsman style was extremely popular in the early twentieth century. Whole neighborhoods in both rural and urban settings were styled with Craftsman elements from the 1910s through the 1930s. Kennesaw Avenue has few examples of Craftsman style houses.

Craftsman elements begin with low pitched front- and side-gabled or, less often, hipped, rooflines, with large overhanging eaves exposing roof rafter tails. Whether hipped or gabled, the overall effect of the roof intensifies the horizontal alignment of this style. Decorative brackets or braces within the large eaves are also common. Full-width and partial porches with squat short columns set on heavy masonry piers extending to the ground are often seen. A variety of materials are employed for the structure and decorative detailing. Craftsman windows may have multi-paned windows over a single pane. Half timber or wood frames displaying rustic materials, often on a stone foundation, are typical of a Craftsman style house, though building materials vary throughout different regions.



Colonial Revival house



Craftsman cottage

Design Guidelines: Rehabilitation of Existing Structures

- 8.1. Appurtenances**
- 8.2. Design Elements**
- 8.3. Doors**
- 8.4. Driveways**
- 8.5. Entrance Walks**
- 8.6. Fencing**
- 8.7. Foundations**
- 8.8. Ornamental Planting**
- 8.9. Outdoor Lighting**
- 8.10. Porches**
- 8.11. Retaining Walls**
- 8.12. Roofs**
- 8.13. Siding**
- 8.14. Sidewalks**
- 8.15. Windows**



8.0 Design Guidelines for Rehabilitation of Existing Structures

Neighborhood Character

Character refers to those visual and physical features that constitute the appearance of a historic building. Character-defining features include the overall form of the structure, its construction materials and craftsmanship, and its decorative detailing and ornamentation. The rhythm and shape of window and door openings also contribute to the overall character of a structure. The structure's setting, including its orientation and setback from the street, the spacing between it and adjacent structures and landscaping details such as fencing, planting and entrance walks are also character-defining features. Often climate, construction technology, local traditions, and economic factors led to the construction of neighborhoods with buildings of similar character. This similarity in historic neighborhoods often creates rhythm and harmony along the street and adds to the overall aesthetic appeal of the area.

Existing Structures

Appropriate rehabilitation of historic structures, including historic outbuildings and garages, protects the historic character of the structure while also updating it for current purposes. These design guidelines are intended as a tool for property owners, architects, and contractors as they apply for a Certificate of Appropriateness and go through the rehabilitation process. They are also intended to assist the Marietta Historic Preservation Commission as it makes important decisions regarding the impact of rehabilitation on the overall character of a district.

Principles for the Rehabilitation of Historic Structures

The Secretary of the Interior's Standards for Rehabilitation (Department of Interior regulations, 36 CFR 67-see Appendix 13.5) are the foundation for these design guidelines. The Standards establish several key principles:

- The best use for historic structures is their originally intended use.
- Historic materials and architectural elements should be repaired instead of replaced when possible.
- When replacement of deteriorated material is required, replacement should be "in kind" (replace wood with wood, stone with stone and so on), and should affect as little historic material as possible.
- Historic additions represent a physical record of the evolution of a structure and should be respected as valuable in their own right.
- Be aware that land-disturbing activities in historic places can expose archaeological deposits that potentially provide valuable information about the history of a place.
- Do not speculate about, or attempt to duplicate, historical elements for which there is no record.
- Always use the most gentle and effective means to clean historic materials (never sandblast historic masonry).

Design Guidelines for Rehabilitation of Existing Structures:

8.1 Appurtenances



This category involves external elements such as air conditioning compressors, window air conditioning units, television antennas, satellite dishes, telephone lines and garbage containers. Historic properties need to be adapted to accommodate these modern conveniences. However, an attempt should be made to minimize the visual impact of appurtenances on the property. The goal is to accommodate modern mechanical utilities in historic structures without detracting from the historic integrity of the building.

Recommended:

- Rooftop utilities such as satellite dishes, air conditioning window units and television antennas should be mounted to the side or rear of the house or in a position that is unseen from the street or public right of way.
- Visual impact of all appurtenances should be minimal. For example: when a fixed appurtenance such as an air conditioning compressor is located close to the ground, an attempt should be made to screen it with appropriate landscaping.
- Visual impact of appurtenances such as garbage containers should be minimized by storing them at the side or rear of the structure unless otherwise authorized by the city. They should also be screened from view of the public right of way.
- New appurtenances such as satellite dishes and air conditioning units should have matte or non-reflective finishes in order to avoid drawing attention to them.

Not Recommended:

- Utilities placed on the roof.
- Utilities on the front façade of the building.
- Solar devices on the front of the roof or in sight of the public right of way.
- Permanent garbage containers in view of the public right of way.
- New appurtenances with reflective or bright surfaces.

****Note:** A *Certificate of Appropriateness* is not required for the replacement of HVAC where such replacement is in the same location and of the same scale (or slightly larger to accommodate higher energy efficient equipment) as that of the original equipment. However, window units are not exempt. [Article 7-8-9-050 (D)(3)(e)]

Design Guidelines for Rehabilitation of Existing Structures:

8.2 Design Elements



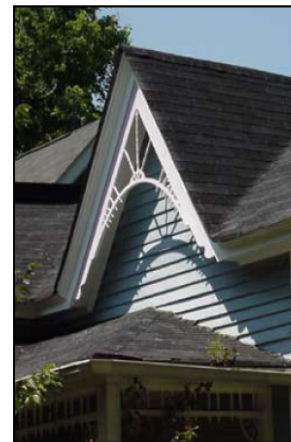
Design elements help to establish the architectural character of a historic structure. Some elements serve both a functional and decorative purpose, but many are purely ornamental. Design elements are important because they reflect both the taste and the craftsmanship of the period in which they originated.



- Shingles may be applied in many historically accurate configurations



- Shingles create many different patterns and are often interchangeable with other appropriate forms of siding.



- Distinctive stick work is a detail appropriate only to the High Victorian style.



- Details give buildings their individuality.

Examples of Design Elements

Design Guidelines for Rehabilitation of Existing Structures: Design Elements

Kennesaw Avenue Historic District

- Design elements in the Kennesaw Avenue Historic District are varied in terms of their placement and materials.
- Decorative wall cladding, such as shingles, and elaborate door and window surrounds are common in the district.
- Architectural components were often made decorative in some manner. This was particularly common on the Queen Anne Style houses that dominate the district.



Pressed Tin on a Dormer



Decorative Woodwork



Floral Motif on a Window Cornice

Design Guidelines for Rehabilitation of Existing Structures: Design Elements

Recommended:

- Design elements that are in sound condition should not be removed or altered.
- The original character of any design element should be preserved and maintained.
- Style, scale, and materials should be replicated if replacement is necessary.
- Piece in repaired sections rather than replacing a whole element.
- The replication of historic design elements when restoration or repair is not feasible.
- Physical or pictorial evidence can be used to replace the design element in kind.
- If possible, any repair or restoration work on an architectural detail should be done without removing the detail itself.
- Protective measures should be taken on existing, original architectural elements to ensure their survival.

Not Recommended:

- The addition of design elements that were not part of the original structure.
- The addition of extraneous ornamentation to a building.
- The removal of damaged features that can be repaired.



Adding pieces of ornamentation to a building gives a false sense of history.



Repair rather than replace historic design elements.



Replace missing decorative elements in kind.

Design Guidelines for Rehabilitation of Existing Structures:

8.3 Doors

The entrance door is the welcoming feature of a house and can be an important aspect of its architectural embellishment. Different architectural styles may have distinctive door designs as well as decorative or stylistic features, such as transom and sidelights or detailed surrounds.

Doors are subject to extensive wear. Until recent times, doors were generally fabricated from wood. Wood doors have richness and enduring beauty that is not conveyed by modern materials.

As an insulator, wood is 400 times more efficient than steel. However, wood doors are not maintenance free. Georgia's humid climate can cause rot and deterioration. A rotted sill can cause water damage to the base of the door and allow water to seep into and damage interior floors. For that reason, careful home designers have often set the door back within an exterior wall or protected it with a canopy, porch, or portico, with an open or partly-enclosed roofed space or covered walkway that forms the entrance of the building. Such features may form an attractive centerpiece on the façade.

Doors, entrances, and associated detailing should be preserved. Changes to door size and configuration should be avoided. If a historic entrance cannot be incorporated into a contemporary use for the building, the opening and any significant detailing should, nevertheless, be retained.

Kennesaw Avenue Historic District

- Historic doors in the Kennesaw Avenue Historic District were generally constructed from wood and glass.
- Porches and porticoes provide protection from the elements, as well as contribute to the visual character of the building.
- Historic hardware was metallic, and wooden doors were either painted or left unfinished.
- Storm doors were uncommon on the main façade.



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